

My name is _____ from INPUT, a computer and communications research firm in Mountain View, California. We are gathering information on information systems spending in the _____ industry. The information you give us will be reported in aggregate--your specific company will not be identified. I have only a few questions and it will only take about 10 minutes. For your help, we will send you the results of our survey. Is now a good time?

1. How many people work in the IS department?

Jan 1, 1986 _____ Jan 1, 1987 (est.) _____

- 2a. What is the size of your company's information systems (IS) budget? (If can't get a dollar figure, press for percentages and growth rates.)

<u>1985</u>	<u>% Growth 85-86</u>	<u>1986</u>	<u>% Growth 86-87</u>	<u>1987 (Est.)</u>
_____	_____	_____	_____	_____

- 2b. What percent of corporate revenue is this year's IS budget? _____ %

3. What factors caused your budget to change/not change in 1986?

1. _____

2. _____

4. What factors will affect your 1987 budget?

1. _____

2. _____

5. For your total corporate IS expenditures, please break out the following for 1986 :

1986

Corporate IS Budget _____ %

Other IS Organizations _____ %

End-User Departments _____ %

Total 100%



6. For your 1986 budget, what are your annual expenses and your anticipated changes in 1987 for the following categories?

CATEGORIES	1986 I.S. BUDGET AMOUNT (\$000) or %	ANTICIPATED PERCENT CHANGE 1986-1987
PERSONNEL (Salaries, Fringes)	\$ _____ %	_____ %
COMPUTER HARDWARE		
Mainframes (> \$350K)	\$ _____ %	_____ %
Minicomputers (\$15K-350K)	\$ _____ %	_____ %
Micros (< \$15K)	\$ _____ %	_____ %
Mass Storage Devices	\$ _____ %	_____ %
Other Hardware	\$ _____ %	_____ %
Total Computer Hardware	\$ _____ %	_____ %
COMMUNICATIONS		
Data Communications	\$ _____ %	_____ %
Voice Communication (only if IS is responsible)	\$ _____ %	_____ %
Total Communications	\$ _____ %	_____ %
EXTERNAL SERVICES/PRODUCTS		
Professional Services		
- SW Development	\$ _____ %	_____ %
- Consulting	\$ _____ %	_____ %
- Education & Training	\$ _____ %	_____ %
- Systems Integration	\$ _____ %	_____ %
- Facilities Management	\$ _____ %	_____ %
Processing Services (RCS, batch, VAN, OLDB)	\$ _____ %	_____ %
Application Software Products		
- Mainframe/Mini	\$ _____ %	_____ %
- Micro	\$ _____ %	_____ %
Systems Software (DBMS, operating systems, application development tools, etc.)	\$ _____ %	_____ %
Turnkey Systems (Bundled HW and SW)	\$ _____ %	_____ %
Hardware Maintenance	\$ _____ %	_____ %
Software Maintenance	\$ _____ %	_____ %
Other _____	\$ _____ %	_____ %
OTHER _____	\$ _____ %	_____ %
TOTAL ALL CATEGORIES	\$ _____ %	_____ %

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7. For external products/services, please describe applications, particularly those that are specific to your industry.

what percentage of each is industry-specific that is, designed specifically for your industry?

CATEGORIES	1986 I.S. BUDGET AMOUNT (\$000) or %	ANTICIPATED PERCENT CHANGE 1986-1987
EXTERNAL SERVICES/PRODUCTS		
Processing Services	\$ _____ %	_____ %
(List primary products/services purchased)		
_____	\$ _____ %	_____ %
_____	\$ _____ %	_____ %
_____	\$ _____ %	_____ %
Application Software Products	\$ _____ %	_____ %
(List primary products/services purchased)		
_____	\$ _____ %	_____ %
_____	\$ _____ %	_____ %
_____	\$ _____ %	_____ %
Turnkey Systems	\$ _____ %	_____ %
(List primary products/services purchased)		
_____	\$ _____ %	_____ %
_____	\$ _____ %	_____ %
_____	\$ _____ %	_____ %
Professional Services	\$ _____ %	_____ %
(List primary products/services purchased)		
_____	\$ _____ %	_____ %
_____	\$ _____ %	_____ %
_____	\$ _____ %	_____ %
Other _____	\$ _____ %	_____ %



8. Were the previous budget numbers for the capital or operating budget? _____
9. Is the budget information given for:
- Corporate IS only _____
- A subsidiary or division _____
- Total company _____
10. What percent of your applications development staff are assigned to:
- Development of new systems _____%
- Maintenance of existing systems _____%
- Enhancement of existing systems _____%
11. During the next 12 months, what are the most important applications that you will be implementing? What is the estimated development cost of each? What resources will you use for each: internal staff only, software package, external professional services, or a combination?

RESOURCES USED (%)

<u>Application</u>	<u>Cost (\$000)</u>	<u>Internal Staff</u>	<u>Application SW Pkg</u>	<u>Profess'l Services</u>	<u>Combination</u>
a. _____	\$ _____	_____	_____	_____	_____
b. _____	\$ _____	_____	_____	_____	_____
c. _____	\$ _____	_____	_____	_____	_____
d. _____	\$ _____	_____	_____	_____	_____
e. _____	\$ _____	_____	_____	_____	_____

12. What has been the most significant recent development within your company's industry that has, or will, affect your IS department? (Prompt for something other than divestiture.)



13. How is information technology being used to give either your company or your competitors a competitive advantage?

14. What will the impact of new technology development be on your company or industry?

15. What needs of yours are not being satisfied by the vendors?

16. Please rank your most important strategic, tactical, and operational issues starting with the most important. Please comment on each if appropriate.

ISSUE

COMMENT (reason for ranking)

Strategic (2-5 years or longer)

1	<hr/>	<hr/>
2	<hr/>	<hr/>
3	<hr/>	<hr/>

Tactical (1-2 years)

1	<hr/>	<hr/>
2	<hr/>	<hr/>
3	<hr/>	<hr/>

Operational (Now)

1	<hr/>	<hr/>
2	<hr/>	<hr/>
3	<hr/>	<hr/>

That's it—I want to thank you for your help today. Let me double check your address in order to send you the executive summary of the report...Thanks again.

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